Message Text

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PAGE 01 FRANKF 02554 020607Z ACTION HEW-06

INFO OCT-01 EUR-12 ISO-00 EB-08 COM-04 OES-06 CIAE-00 INR-07 NSAE-00 PA-02 PRS-01 USIA-15 TRSY-06 AGR-10 /078 W

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P R 011549Z APR 77 FM AMCONSUL FRANKFURT TO SECSTATE WASHDC PRIORITY 7679 INFO AMEMBASSY BONN

UNCLAS FRANKFURT 2554

PASS HEW

E.OM 11652: N/A TAGS: ETRD, GW SUBJECT: NEW ARTIFICIAL SWEETENER DEVELOPED BY HOECHST

- 1. THE HOECHST CORPORATION, ONE OF WEST GERMANY'S LEADING CHEMICAL PRODUCERS, HAS JUST ANNOUNCED THAT THE FIRM HAS DEVELOPED, AND IS IN THE CLOSING STAGES OF TESTING, A NEW ARTIFICIAL SWEETENER, "ACETOSULFAM".
- 2. IN AN APRIL 1 PRESS RELEASE, THE FRANKFURT-BASED COMPANY INDICATED THAT TOXICOLOGICLA TESTING OF "ACETOSULFAM" WAS IN ITS FINAL STAGES AND THAT THE COMPANY WOULD MAKE APPLICATION IN THE VERY NEAR FUTURE TO MARKET THE NEW PRODUCT AS A SUGAR SUBSTITUTE AND FOOD ADDITIVE. HOECHST ALSO REPORTS THAT A PLANT TO PRODUCE SMALL QUANTITIES OF "ACETOSULFAM" IS NOW UNDER CONSTRUCTION.
- 3. ACCORDING TO THE GERMAN FIRM, TASTE TESTING ALREADY COMPLETED HAS SHOWN "ACETOSULFAM" TO BE AT LEAST COMPETITIVE WITH OTHER SUGAR SUBSTITUTES; IT IS REPORTED TO BE 200 TIMES SWEETER THAN SUGAR.LEHMANN

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Message Attributes

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Subject: NEW ARTIFICIAL SWEETENER DEVELOPED BY HOECHST

TAGS: ETRD, GE, US, HOECHST CORPORATIONS

To: STATE Type: TE

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